

REMARKS

Reconsideration of the rejection of the main claim as being obvious over U.S. Patent No. 4,676,343 to Humble in view of U.S. Patent No. 5,347,115 to Sherman in the parent application is respectfully requested.

Parent claim 40 is directed to the feature of printing "human-readable price" information on each adhesive label at a price information station, adhering each price label to the products to be purchased, and presenting the products with the price labels adhered thereon to a check-out site.

In brief, each product to be checked out has its own price label by which a human is able to read the price of the respective product.

Humble teaches the printing of a paper receipt of the type depicted in Fig. 8. The receipt has a summary of *all* the products to be purchased and is not adhered to any product. Instead, the paper summary receipt is carried by the customer through control gates 17 to a bagging area and eventually, if not misplaced, to a cashier 21.

In recognition that Humble's paper receipt is not affixed to any product, the Examiner in the parent application relied on Sherman which indeed discloses a printer that prints labels. However, Sherman's labels are *not* printed with human-readable price information. Instead, as stated at col. 10, lines 37-39, Sherman's labels are printed with "barcode label" information, i.e., a machine-readable code.

Allowance of claim 40 and its dependent claims 41-49 is respectfully requested.

Wherefore, a favorable action is earnestly solicited.

Respectfully submitted,

KIRSCHSTEIN, OTTINGER, ISRAEL & SCHIFFMILLER, P.C.

Attorneys for Applicant(s)

489 Fifth Avenue

New York, New York 10017-6105

Tel: (212) 697-3750

Fax: (212) 949-1690



Alan Israel

Reg. No. 27,564